

Amendments to the Claims:

Please amend the claims in the above-referenced patent application by way of the following complete listing of claims, in which changes are shown relative to the immediately prior version of the claims.

1. (Currently amended) An electronic label comprising a housing having at least one wall, an electronic display disposed along the wall, and an antenna layer extending along the wall in such a manner as to constitute a stack with the wall, the antenna layer comprising at least a first antenna head and at least a second antenna head spaced from the first antenna head such that an area, through which the electronic display is viewable, is at least partially defined in the antenna layer between the first and second antenna heads extending at least partially around the display.

2-17. (Canceled)

18. (Currently Amended) The electronic label of Claim 1, wherein the antenna layer comprises a conductive patterned material disposed on a supporting sheet.

19. (Currently Amended) The electronic label of Claim 1, further comprising an insulating layer, wherein the antenna layer is disposed between the wall and the insulating layer.

20. (Previously Presented) The electronic label of Claim 19, wherein the insulating layer comprises a decorative layer.

21. (Currently Amended) The electronic label of Claim 1, wherein the antenna layer comprises a wire antenna.

22-23. (Canceled)

24. (Currently Amended) The electronic label of Claim 1 ~~23~~, wherein at least a portion of the first antenna head is linear, and wherein at least a portion of the second antenna head is linear and parallel to the linear portion of the first antenna head.

25. (Currently Amended) The electronic label of Claim 1 ~~22~~, further comprising an electrical bridge connecting the first antenna head to the second antenna head.

26. (Currently Amended) The electronic label of Claim 1 ~~22~~, further comprising a flat cable connected to the first antenna head and connected to the second antenna head.

27. (Currently Amended) The electronic label of Claim ~~26~~, further comprising an electronic circuit, wherein the flat cable connects the antenna layer to the electronic circuit.

28. (Previously Presented) The electronic label of Claim ~~27~~, wherein the flat cable comprises at least one tab soldered to the electronic circuit.

29. (Previously Presented) The electronic label of Claim ~~28~~, wherein the tab defines an opening in which solder is disposed.

30. (Previously Presented) The electronic label of Claim ~~27~~, wherein the wall defines an opening through which the flat cable is passed.

31. (Withdrawn) The electronic label of Claim ~~22~~, wherein each antenna head comprises a widened portion.

32. (Withdrawn) The electronic label of Claim ~~22~~, wherein the first antenna head comprises two widened portions that are disposed perpendicular to each other such that a first L-

shape is defined, and wherein the second antenna head comprises two widened portions that are disposed perpendicular to each other such that a second L-shape is defined.

33. (Withdrawn) The electronic label of Claim 32, wherein the first L-shape is defined as a mirror image of the second L-shape, and wherein the first antenna head is disposed relative to the second antenna head such that the first L-shape and second L-shape are symmetrically.

34. (Currently Amended) The electronic label of Claim 1 [[22]], wherein the display comprises metal disposed between the first antenna head and the second antenna head.

35. (Previously Presented) The electronic label of Claim 34, wherein a capacitor is defined by the first antenna head, the second antenna head, and the display.

36. (Previously Presented) The electronic label of Claim 35, further comprising an electrical bridge connecting the first antenna head to the second antenna head, a first impedance-matching tap connected to the first antenna head, and a second impedance-matching tap connected to the second antenna head.